



Buy Detail Report

Revision #:

Date: 10/10/2012

Client: Ben McAdams for Salt Lake County Mayor

Estimate: 318

Vendor: KTVX-TV

Send Billing To: Love Communications

Media: TV

Description: Ben McAdams TV

2175 West 1700 South

546 S. 200 W

Product: Mayor

Flight Start Date: 9/17/2012 05:00 AM

Salt Lake City, UT 84104

Market: Salt Lake City-Ogden

Flight End Date: 11/5/2012 04:59 AM

Contact: Barbara Syphus

Salt Lake City, UT 84101

Primary Demo: Adults 25-64

Survey: Nov11 DMA Nielsen Live+7

E-Mail: bsyphus@abc4.com

Phone: 801-519-8880

Separation between spots: 30

Buyer: Amanda Chew

Phone: 801-975-4569 801-580-1335c

Fax: 801-519-8884

Fax: 801-975-4441

Estimate Comments: This flight ends Monday 11/05. All spots must run by Monday LN.

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Dur	Wks 9/24 10/1 10/15 10/22 10/29	Total Spots	Adults 25-64 Rtg/CPP
KTVX-TV								
60	MTuWThF 10:00p-10:35p ABC 4 NWS 10P	LN	\$400.00	\$340.00	30	2 2 2 2 0	8	2.0 \$200.00 \$170.00
61	MTuWThF 10:00p-10:35p ABC 4 NWS 10P	LN:1 5	\$200.00	\$170.00	15	2 2 2 <u>1</u> 0	7	2.0 \$100.00 \$85.00
62	MTuWThF 10:35p-11:05p NIGHTLINE	LF	\$200.00	\$170.00	30	2 2 2 2 0	8	1.5 \$133.33 \$113.33
63	MTuWThF 10:35p-11:05p NIGHTLINE	LF:1 5	\$100.00	\$85.00	15	2 2 2 2 0	8	1.5 \$66.67 \$56.67
72	MTuWThF 10:00p-10:35p ABC 4 NWS 10P	LN:1 5	\$275.00	\$233.75	15	0 0 0 0 <u>1</u>	1	2.0 \$137.50 \$116.88
73	MTuWThF 10:00p-10:35p ABC 4 NWS 10P	LN	\$550.00	\$467.50	30	0 0 0 0 <u>1</u>	1	2.0 \$275.00 \$233.75
Total Spots:							33	
Total GRP/GIMP(000):							14.0	58.0
Total CPP/CPM:							14.0	\$134.91
Total Cost:								\$114.68
								\$7,825.00
								\$6,651.25

Ad.

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Signature: _____

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